Ad Specs

FOTMOB

Hero card

Specs

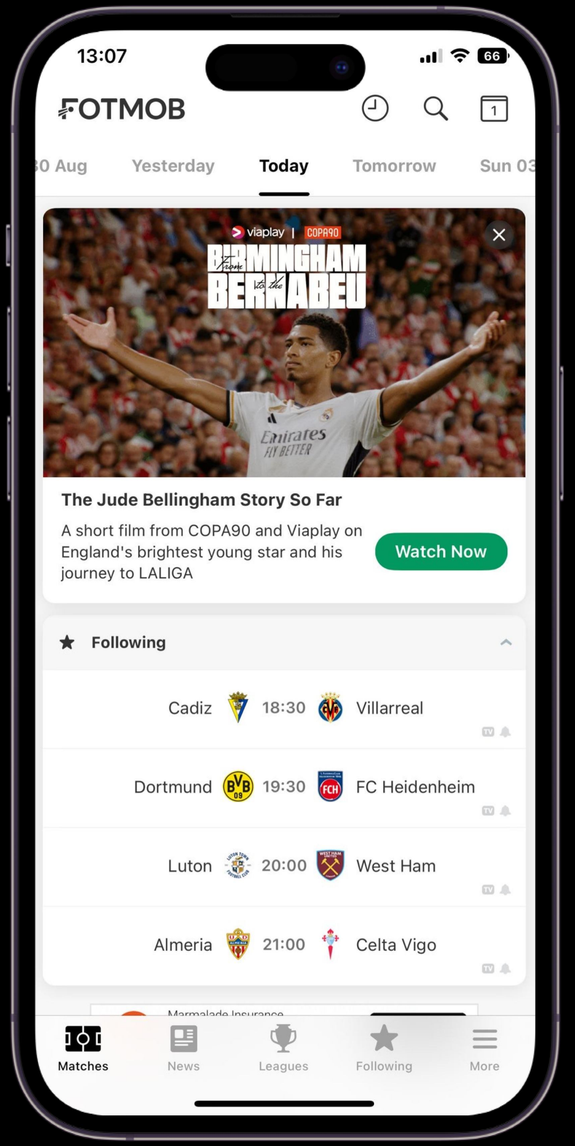
Dimensions	1280x720 px
Video format	.mp4 or .mov
Image format	.png or .jpg
Headline	Up to 35 characters
Text	Up to 100 characters
CTA	Up to 12 characters

Placements

Matches tab (homescreen)
Pre-match on match pages

Targeting

Favourite team, league, or player
Country
Matchday/non-matchday



Medium rectangle

Specs

Dimensions	300x250 px
Image format	.png or .jpg

Placements

Matches tab (homescreen)

Match pages

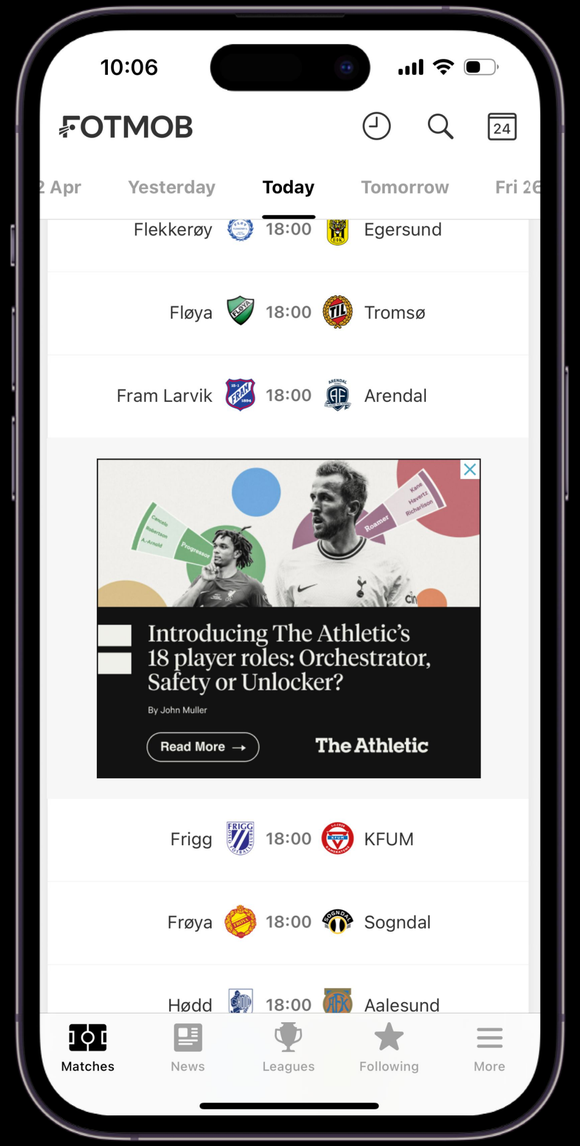
News feed

News articles

Targeting

Favourite team, league, or player

Country, region, city



Mobile leaderboard

Specs

Dimensions	320x50 px
Image format	.png or .jpg

Placements

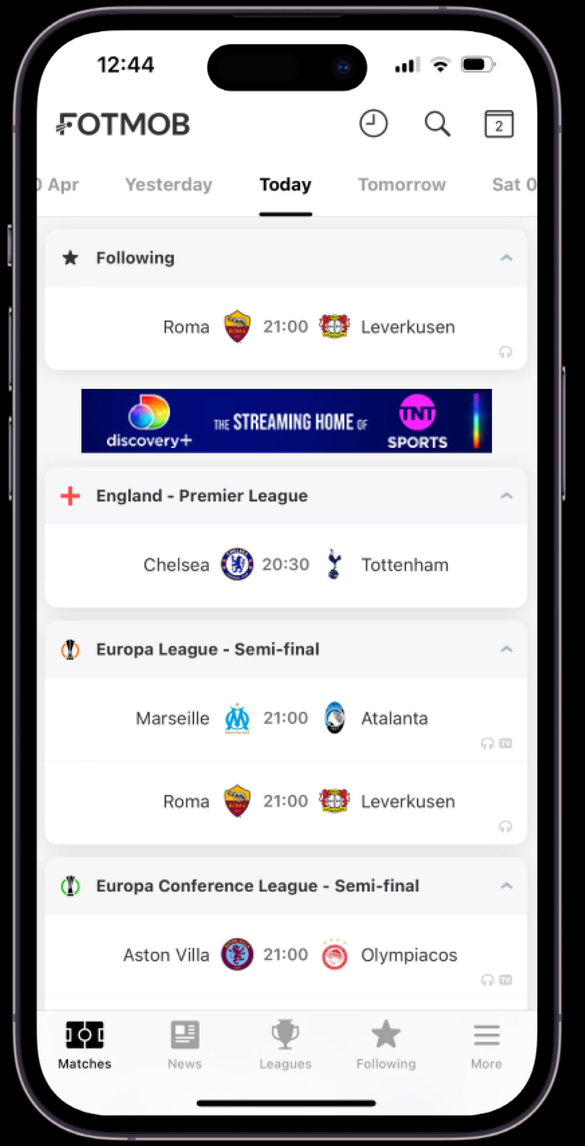
Matches tab (homescreen)

Match pages

Targeting

Favourite team, league, or player

Country, region, city



Desktop leaderboard

Specs

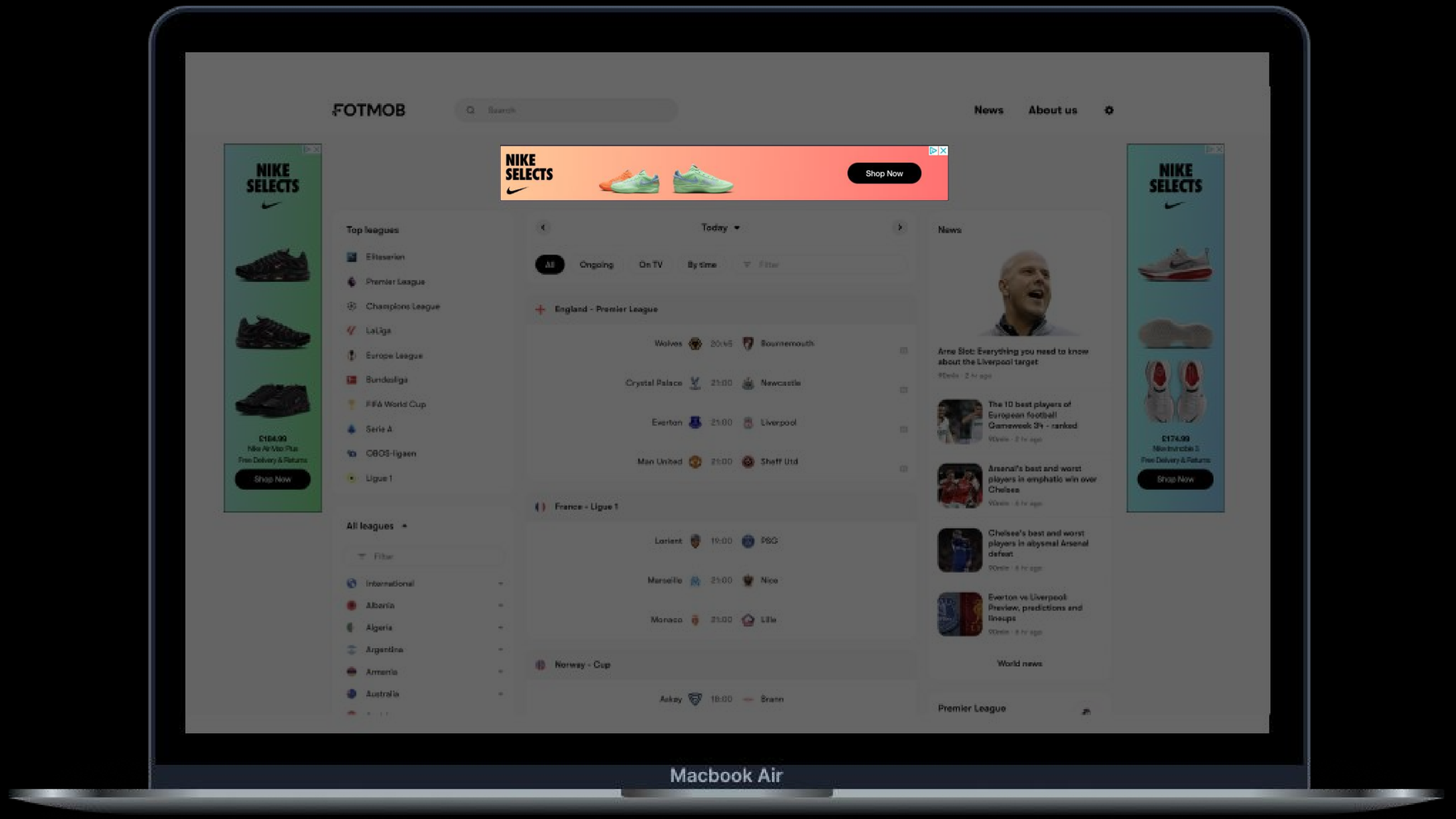
Dimensions	728x90 px
Image format	.png or .jpg

Placements

Sitewide

Targeting

Country, region, city



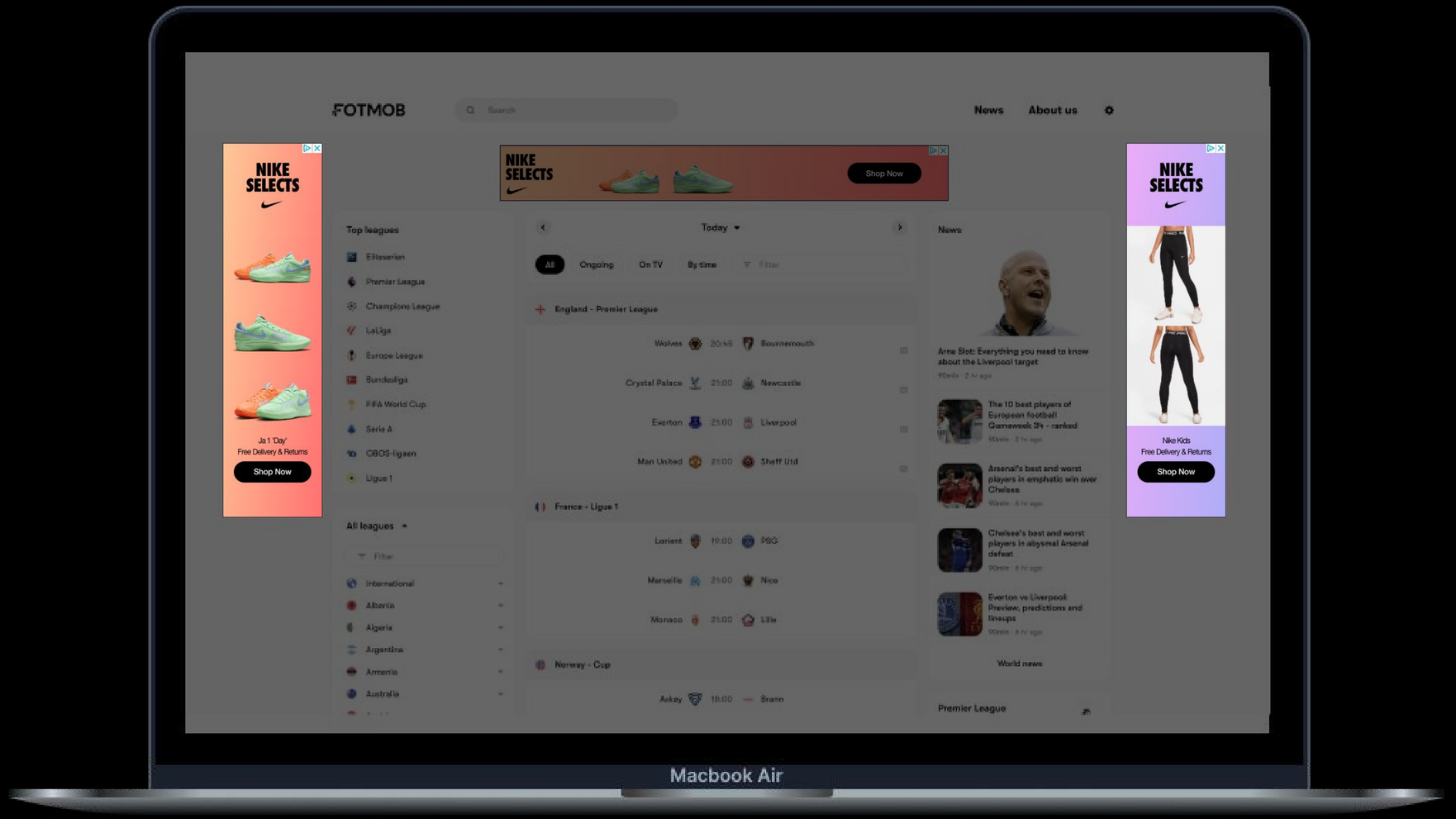
Desktop skyscraper

Specs

Dimensions	160x600 px
Image format	.png or .jpg

Placements

Sitewide

Targeting

Country, region, city